

CLAIMS

What is claimed is:

5 2. A method for presenting personalized video programming for the purpose of selling medical supplies, the method functional through a data processing system, and comprising, for each of a plurality of selected patients, the steps of: reviewing patient specific data relevant to a selected patient; forming a medical appraisal concerning the supply needs of the selected patient based upon the patient specific data; forming a sales oriented
10 communication objective; composing a video program based on the sales communication objective; posting and hosting the video program; enabling playback of the video program; and enabling follow-up actions motivated by the video program.

15 3. The method of claim 2 further comprising the step of enabling a trigger action performed by at least one of; a medical personnel, the selected patient, and a computer program, the trigger action motivating the step of reviewing of the patient specific data.

4. The method of claim 3 wherein the patient specific data is requested by the medical professional.

5. The method of claim 2 wherein the patient specific data includes patient vital signs and patient medical performance.

20 6. A medical information system comprising: patient specific data collecting devices; software enabling distributive network communications; a data storing means; a video streaming means; video show producing means; network data transmitting means; video show playback means; and patient specific data.

25 7. The system of claim 6 wherein the video show producing means is enabling for producing a graphical image show of selected and sequenced images.

8. The system of claim 7 further comprising means for simultaneous video displaying of the graphical image show, and related written commentary.

5 9. The system of claim 7 further comprising means for creating a stored relationship between the patient specific data and a graphical image show.

10. The system of claim 7 further comprising means for producing graphical representations of the patient specific data.

10 11. The system of claim 10 further comprising means for associating non-patient specific information in the graphical representations of the patient specific data.

12. The system of claim 6 further comprising means for creating a script for a video show.

15 13. The system of claim 6 further comprising automation means for creating video charts related to a patient specific data.

14. The system of claim 6 further comprising system and show editing means.

20 15. A personalized health video system apparatus which comprises: a personal data collecting means, Internet operations enabling means, information storing system, video serving means, server operating system, user operating system, graphics creating means, viewing means, audio producing means, relationship generating means, script generating
25 means, charts generating means, chart reviewing means, and video library using means; the components arranged and interconnected and enabled in an operating personalized health

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video system.

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